ASSOCIATED PRESS
BRAND GUIDELINES

APRIL 25, 2012

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INTRODUCTION: THE AP BRAND

AP is unique in the world among news agencies in that our only agenda is news: We are solely focused on the mission of newsgathering, distribution and service.

With more experience reporting and delivering news than any other agency, our independent standing and a strong commitment to the people's right to know, we are the definitive source for trusted news.

All of us at AP understand this extraordinary mission, which dates back to 1846. But it is also important to make a bold statement to customers, members and news consumers about what we do.

A strong brand helps us be clear about who we are and what we stand for. It lets us reinforce what is unique about AP and what customers and consumers can expect when they encounter AP news, people or products.

In 2009, AP undertook a strategic initiative to develop a masterbrand strategy that would define what makes us different from other news organizations, serve as a guide for business decisions and clarify the values and traits all AP staff embody. How do we best describe ourselves? As gutsy, resourceful and connected. What do we value? Integrity, action and independence.

The AP visual identity system brings these traits and values to life. It allows us to leverage the great work we do by uniting under a comprehensive look and feel, driving competitive advantage and creating a distinct footprint in the media marketplace.

This is your guide to the AP brand.

1. STRATEGY

The aim of this visual identity system is to present our organization, staff and work in a way that reflects our core values and strengths.

No visual system can possibly communicate all that makes a place like AP successful. It can, however, present our organization, staff and work in a way that reflects our core values and strengths. The elements in the brand guidelines have been developed and crafted to do just that.

They include a revised logo that is bold and straightforward and that stands upright to stress integrity. Visual elements such as watermarks allude to AP's connectedness — with sources, with customers, with technology. A new color palette shows the dynamic nature of our news company and reflects our diverse array of products and services.

Both the Masterbrand Strategy and the visual identity system emphasize the "One AP" concept of shared values and goals and leveraged strengths. With this brand toolkit, we have a visual system that differentiates us from competitors and is forward looking.

INTEGRITY

ACTION

INDEPENDENCE

In an increasingly fragmented media world, AP's values — integrity, action and independence — shape our trusted reputation and underscore the expertise that differentiates us from others in the industry. These brand values are the foundation for our behaviors, actions and culture.

Since our beginnings, AP has been the first to tell the world of many of history's most important moments, from the assassination of Abraham Lincoln and the bombing of Pearl Harbor to fall of the shah of Iran and the death of Pope John Paul II. Whether it's being on the front lines of 9/11, the Gulf oil spill, the earthquake in Haiti or the fall of Libyan dictator Moammar Gadhafi, AP's core mission to cover breaking news plays out on center stage time and again.

INTEGRITY: Beijing based video journalist Ken Teh covers the violent street riots in Bangkok, as police squared off against Red Shirt demonstrators advancing to pour blood on government buildings. AP Photo by Sakchai Lalit.

ACTION: In the height of the Libyan conflict, an anti-Gadhafi fighter is interviewed by Cairo-based journalist Hadeel Al-Shalchi and Paris-based cameraman Nicolas Garriga outside the town of Nalut. AP Photo by Lefteris Pitarakis.

INDEPENDENCE: AP White House correspondent Ben Feller conducts a one-on-one interview with President Barack Obama. AP Photo by Pablo Martinez Monsivais.

GUTSY

RESOURCEFUL

CONNECTED

With 49 Pulitzer Prizes, more than any other news organization in the categories for which we can compete, the AP brand speaks for the people who work for us. Our brand personality traits — we are gutsy, resourceful and connected — reflect who we are and how we act, and make us stand out among news organizations.

Since our creation 165 years ago, we have served as the definitive source for news. As we continue our evolution to a diversified digital news company, our brand promise remains the same. The AP Masterbrand Strategy enables us to channel our brand traits, personality, vision and promise into a new visual identity system that captures our history and guides our future.

GUTSY: As US troops battle insurgents in Iraq, AP photographer David Guttenfelder captures the action. AP Photo by Khalid Mohammed.

RESOURCEFUL: In a black out during a night of heavy bombing in Afghanistan, AP Islamabad Bureau Chief Kathy Gannon files a story by lantern light in a basement. AP Photo by Dimitri Messinis.

CONNECTED: Susan Henderson, head of broadcast service for North America, and Nico Maounis, production manager for AP Global Media Services, work with clients broadcasting live from the site at ground zero on the 10th anniversary of the 9/11 terrorist attacks on New York. AP Photo by Ryan Scafuro.

1.3 FOLLOWING THE RULES

Consistently applied, the AP visual identity system plays a strong role in increasing AP brand recognition and reinforcing the strength of our relationship with all who value accurate and independent news. As a result, it is essential that these guidelines are followed closely and with care.

On a practical level, these brand rules ease creation of AP branded communications, materials and products. Strategically, however, they increase visibility and awareness of AP, helping us stand out from the competition and promoting a "halo" effect that supports our business goals.

The guidelines that follow are to help all AP staff — whether in product development, corporate communications, finance, news or sales — apply this system. They include detailed instructions on our basic identity elements, such as corporate signature, typeface and color, as well as the components of our "house" style, such as how we use photography, graphics and typography. Together, these components constitute a unique and compelling communications system for AP.

2. IDENTITY

Throughout its storied past, AP has relied on its reputation for accuracy, strict news values and strong brand to enable its reporting of history.

In 1925, the AP Board of Directors directed that the cooperative develop a "bug" to distinguish AP content from other providers. The design, produced by the Morgenthaler Linotype Company, started appearing in all member newspapers soon after. It has marked all AP copy since then, and given rise to a logo that has changed along with AP's innovations and developments.

The new AP logo, revised for the first time in 30 years by brand design firm Objective Subject, builds on that heritage and communicates a dynamic news organization competing in the digital age.

Of the logotypes below, only the last three are official. The others are graphic variations on the AP bug taken from publications in the collections of the AP Corporate Archives.

A LOOK BACK AT AP'S VISUAL HISTORY

1900

1933

1942

1945

1955

1961

1981

2012

“The Associated Press is the hallmark of accuracy and the little character represented by the logotype… will become the mark upon accurate news as sterling is the mark on genuine silver, or as the chemist’s mark to the genuineness of gold.”

– AP GENERAL MANAGER KENT COOPER (1925-1948),
LETTER TO NEW YORK WORLD EDITOR HERBERT BAYARD SWOPE, MAY 7, 1925

2.1 LOGO

The AP logo is the single most powerful element in our identity.

It succinctly identifies us. Its upright black letterforms, solid baseline and red “prompt” underline are memorable and embody the values of integrity, action and independence.

It still carries the DNA of our past bugs, while putting forward a fresh and contemporary look that transcends global boundaries.

The white “container” is an integral part of the logo, allowing it to be applied to any kind of content.

2.2 SIGNATURE

The AP signature is a combination of the logo and the words “Associated Press” aligned on a horizontal axis.

They follow simple rules to respect their integrity in all situations.

ASSOCIATED PRESS

2.3 CLEAR SPACE

The AP logo and adjoining signatures follow simple rules to allow their integrity to be respected in all situations.

As a general rule, the width of the logo is the minimum protection area allowed on each lateral side of the mark, including when using the corporate signature.

It is perfectly acceptable to use a greater amount of space, leaving the logo as the dominant element and the signature a supporting element (figure 2).

Whenever possible, the AP logo should be positioned at the very top of the document, composition or application.

Fig. 1

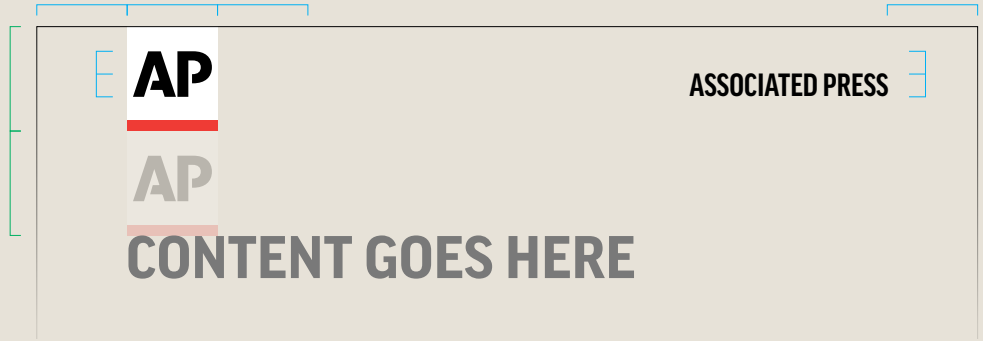


Fig. 2

2.4 MINIMUM SIZE

The AP logo should be dominant in any application.

In print use, the logo should never be smaller than .2 inches in height. When used in digital applications such as the Web or on mobile devices, 50 pixel tall should be the minimum size.

In special cases, such as icons which require a size smaller than the specified minimum, use a version specially rendered for that application. *See section 2.8.1 for special small-use cases and section 5 for included Artwork.*

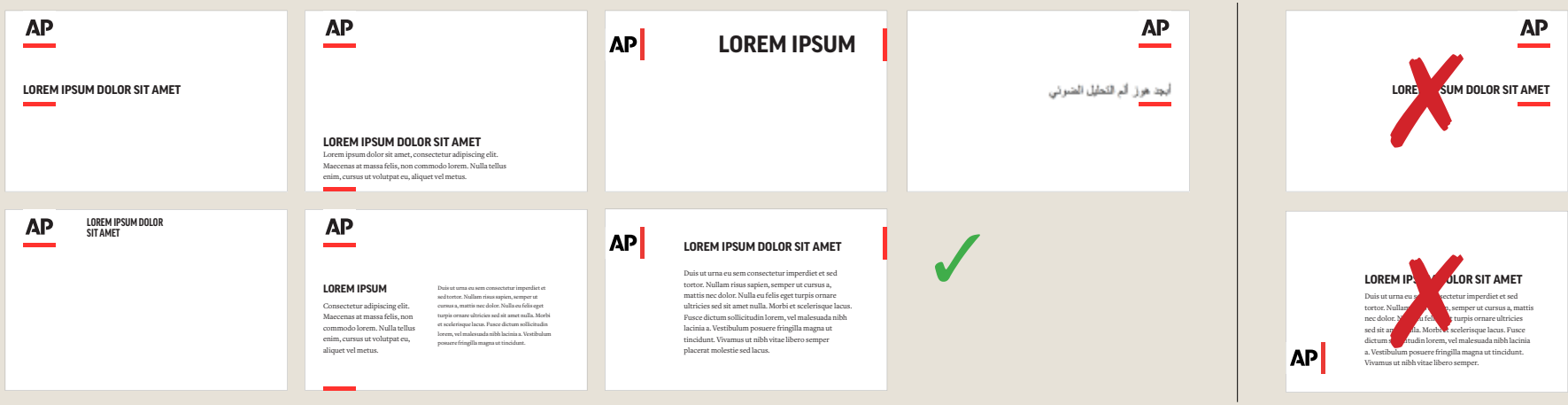
2.5 USE AND MISUSE

In any applications, the AP logo should always be legible, dominant and unobstructed. This is essential to strengthening the AP brand.

Dominant logo leads the way.

Always place the mark as the lead into the content — neither below nor following the content. Content should not clutter this logo. This is to ensure the AP logo is highlighted and not lost.

Exceptions: When the document is in a right-to-left language, such as Arabic or Hebrew, the mark should live on the right side where the content begins.


LOREM IPSUM DOLOR SIT AMET
LOREM IPSUM DOLOR SIT AMET
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas at massa felis, non commodo lorem. Nulla tellus enim, cursus ut volutpat eu, aliquet vel metus.
LOREM IPSUM
أبجد هوز ألم التحليل الصوتي
LOREM IPSUM DOLOR SIT AMET
LOREM IPSUM
Consectetur adipiscing elit. Maecenas at massa felis, non commodo lorem. Nulla tellus enim, cursus ut volutpat eu, aliquet vel metus.
Duis ut urna eu sem consectetur imperdiet et sed tortor. Nullam risus sapien, semper ut cursus a, mattis nec dolor. Nulla eu felis eget turpis ornare ultricies sed sit amet nulla. Morbi et scelerisque lacus. Fusce dictum sollicitudin lorem, vel malesuada nibh lacinia a. Vestibulum posuere fringilla magna ut tincidunt.
LOREM IPSUM DOLOR SIT AMET
Duis ut urna eu sem consectetur imperdiet et sed tortor. Nullam risus sapien, semper ut cursus a, mattis nec dolor. Nulla eu felis eget turpis ornare ultricies sed sit amet nulla. Morbi et scelerisque lacus. Fusce dictum sollicitudin lorem, vel malesuada nibh lacinia a. Vestibulum posuere fringilla magna ut tincidunt. Vivamus ut nibh vitae libero semper placerat molestie sed lacus.
LOREM IPSUM DOLOR SIT AMET
LOREM IPSUM DOLOR SIT AMET

Maintaining the integrity of the logo is essential to strengthening the AP brand.

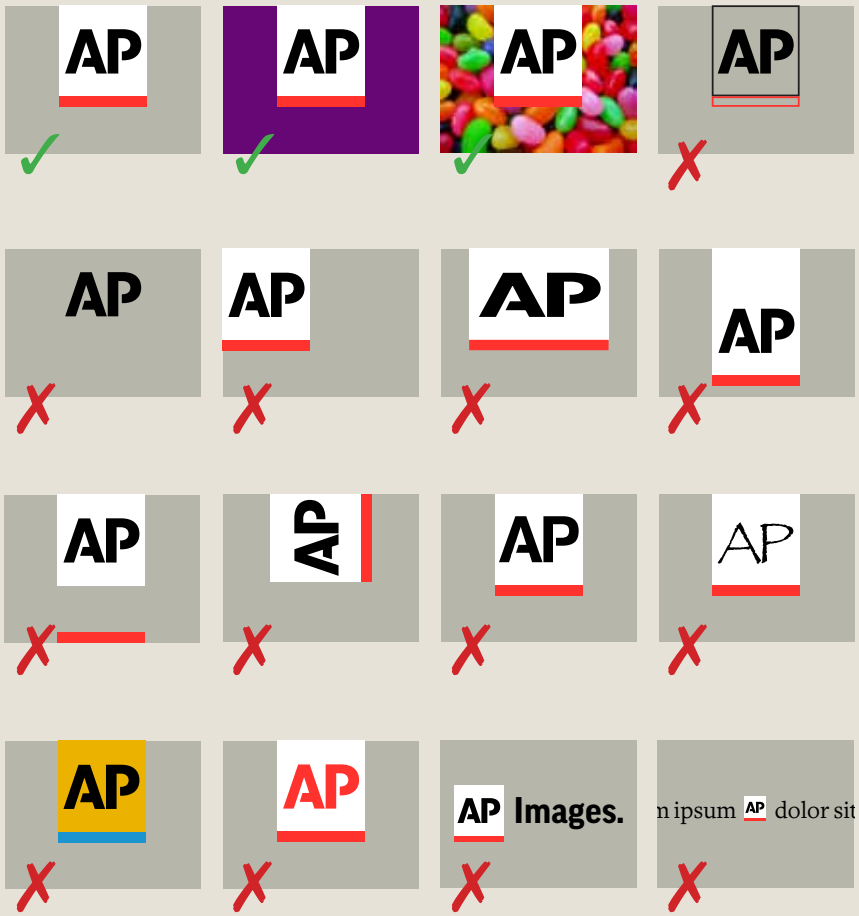
Always use artwork that has been provided by AP Corporate Communications. When unsure about the way to proceed, give us a call or send us an email. (*see last page*)

The cases outlined here are in no way meant as an exhaustive list of all potential misuse of the AP logo.

It is recommended to use the logo on a color backdrop or a photographic backdrop.

Do not modify the logo in anyway, including:

- Outline edges
- Remove the white container or prompt
- Position in a corner
- Stretch
- Stretch the white container
- Detach the prompt from the logo
- Rotate
- Recreate
- Use a different typeface
- Change the color of container or prompt
- Change the color of “AP”
- Make into a lock up
- Set into text



2.6 BRAND ARCHITECTURE

In keeping with our Masterbrand Strategy and the “One AP” mission, we are simplifying the face we put forward to customers. The goal is to ensure all touch points strengthen and promote the main AP brand.

This means that custom wordmark lockups are no longer acceptable. Product and division names can be highlighted by using a headline font, but will no longer be linked to the logo.

This means that what once was:

Logo + division or product name

Is now:

Logo
AP division or product name

Do not create custom ‘lockup’ marks for divisions...

AP IMAGES

✗

... Rather, make the name of the division a primary header.

AP

AP IMAGES

✓

For example:

✓

2.7 SPECIAL USE CASES

While maintaining the integrity of all elements of the visual system is critical, their adaptation to some special cases will occur from time to time.

If you believe you have a special case that is not answered in this document, DO NOT CREATE ORIGINAL ARTWORK. Simply direct your request to Corporate Communications (*see the last page of this document*).

2.7.1 Small Use

In print applications, the logo should not be used smaller than .2 inches tall.

Special scenarios require redrawn logo artwork for optimal rendering at very small sizes. *See section 5. Artwork for such files.*

2.7.2 Transparent Use

In video applications (e.g., in bugs or lower thirds), the logo may be set at 50 percent opacity, if needed.

2.7.1 Website Favicon Special Use Artwork in use

2.7.2 Motion Transparent Special Use Artwork in use

3. HOUSE STYLE

The AP House Style includes all of the visual elements that help to communicate the brand identity above and beyond the logo.

The AP visual system is designed to be dynamic and flexible. This section explains the use of color, typography, image style and graphic elements.

The flexibility of the system requires careful treatment and attention for all graphic elements. The use of these guidelines will assure that the visual system will reinforce and strengthen our identity.

The careful combination of graphic elements is what makes our brand strong.

The **AP logo** is to be the dominant element in all compositions.

Colors from our color palette, when applied judiciously, go a long way toward communicating our brand.

Typography is the vehicle for the language of our communication. Using the brand typefaces helps us speak in a consistent tone.

Visual elements, including the **Watermarks** and the **Image Stream** help us tell the story of AP in a more striking fashion. **Images** are also a key visual element to be used for impact.

Finally, the juxtaposition of all these consistent **Layout Concepts** brings the system to life.

AP

TYPOGRAPHY And secondary typography

The AP typography consists of two typefaces: Good and Freight Text.

Color is crucial to our visual identity. Neutral colors pair well with the Medium range. Deep colors pair well with Brights.

Photography is not only a key product of AP, it is a powerful medium to tell our story. The prompt is a secondary visual element that strengthens the content relationship with the AP logo.

Watermarks help identify AP materials in a subtle and tasteful way, especially when using images is not an option.

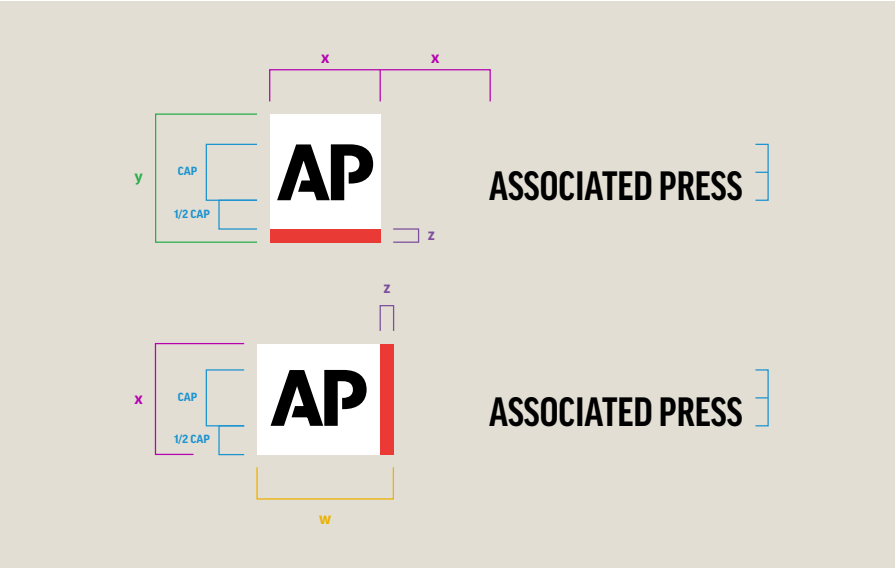
3.2 GRID

The grid is a time-tested tool in creating harmonious compositions. We have devised a grid system that is based on the proportions of the AP logo.

The dimensions of the primary (vertical) logo will guide all grid making decisions. The width of the logo (x), its height (y), the height of the prompt (z), as well as the height of the AP letters (CAP), and the space between the prompt and the AP letters (1/2 CAP) are the variables used.

In special cases where the secondary (horizontal) logo is used, the width of the logo is wider (w), but all other variables remain the same.

Using those proportions supports elegant and strong compositions.

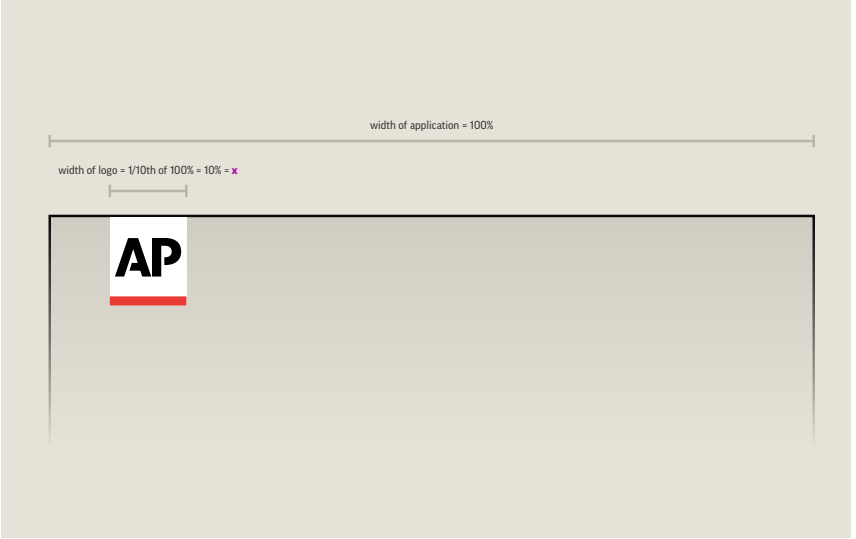


(TOP) THE VERTICAL MARK AND TEXT LOCKUP.
(BOTTOM) THE HORIZONTAL MARK AND TEXT LOCKUP.

When determining a grid, begin with the width of the application.

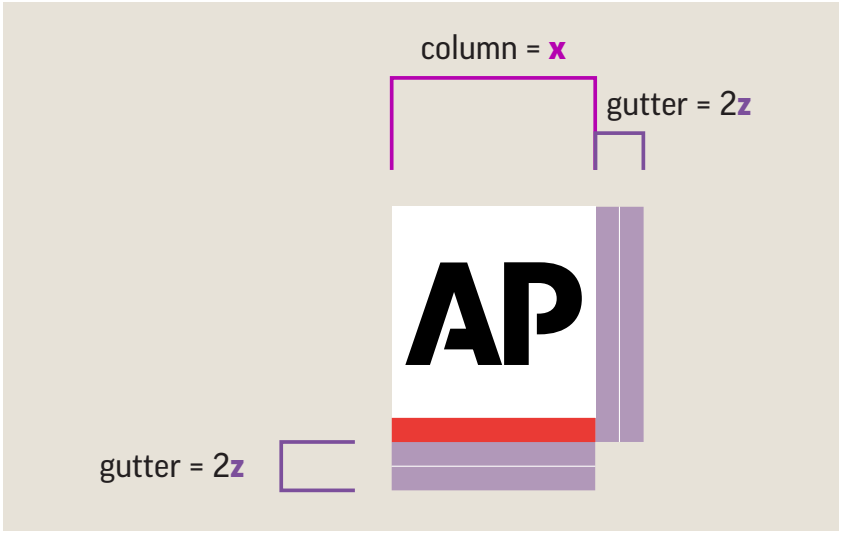
Choose the appropriate size of the logo according to the sizing chart of the varying applications. Excluding special cases, logo width will be normally 1/10th or 1/12th the total application width.

The resulting width of the logo will serve as the determining measurement for column width.

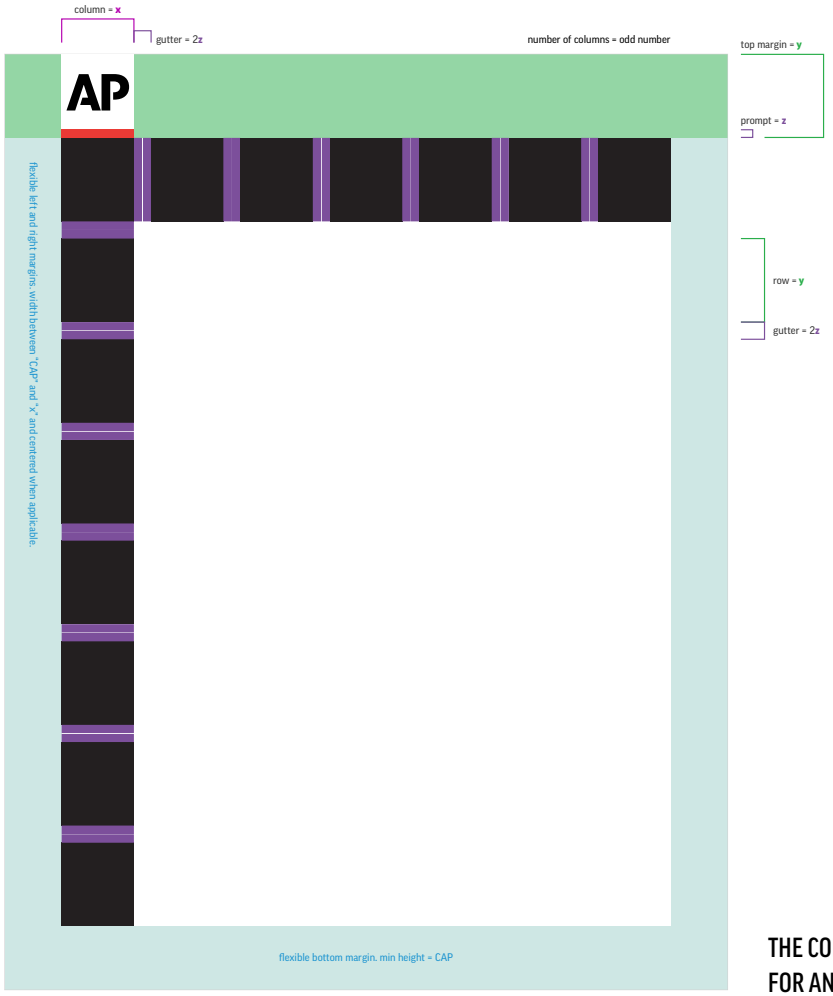


The thickness of the prompt serves as the starting point for the gutter.

Both horizontal and vertical gutters are double the thickness of the prompt.



Once the logo size has been determined, place the maximum amount that will fit on the application, while including gutters (2z) between each instance of the logo (x).


column = x
gutter = 2z
number of columns = odd number
top margin = y
prompt = z
AP
flexible left and right margins. width between "CAP" and "x" and centered when applicable.
row = y
gutter = 2z
flexible bottom margin. min height = CAP

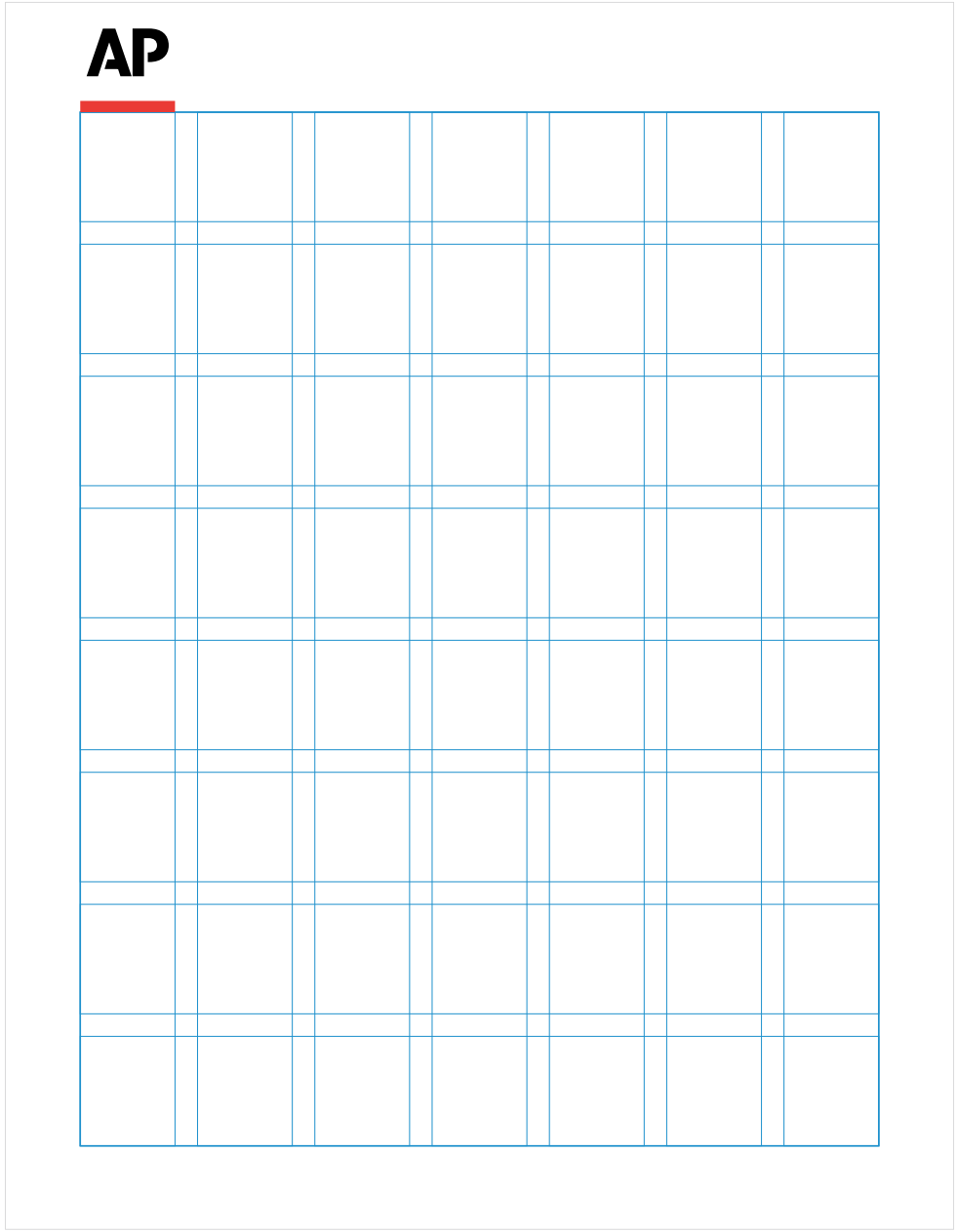
THE CONSTRUCTION OF A GRID FOR AN 8.5 × 11 INCH SHEET.

If the total number is even, remove one instance to end with an odd number. Remove any gutters that are on the outside, and center the remaining instances and gutters to produce the grid's columns. Any remaining space serves as the left and right margins.

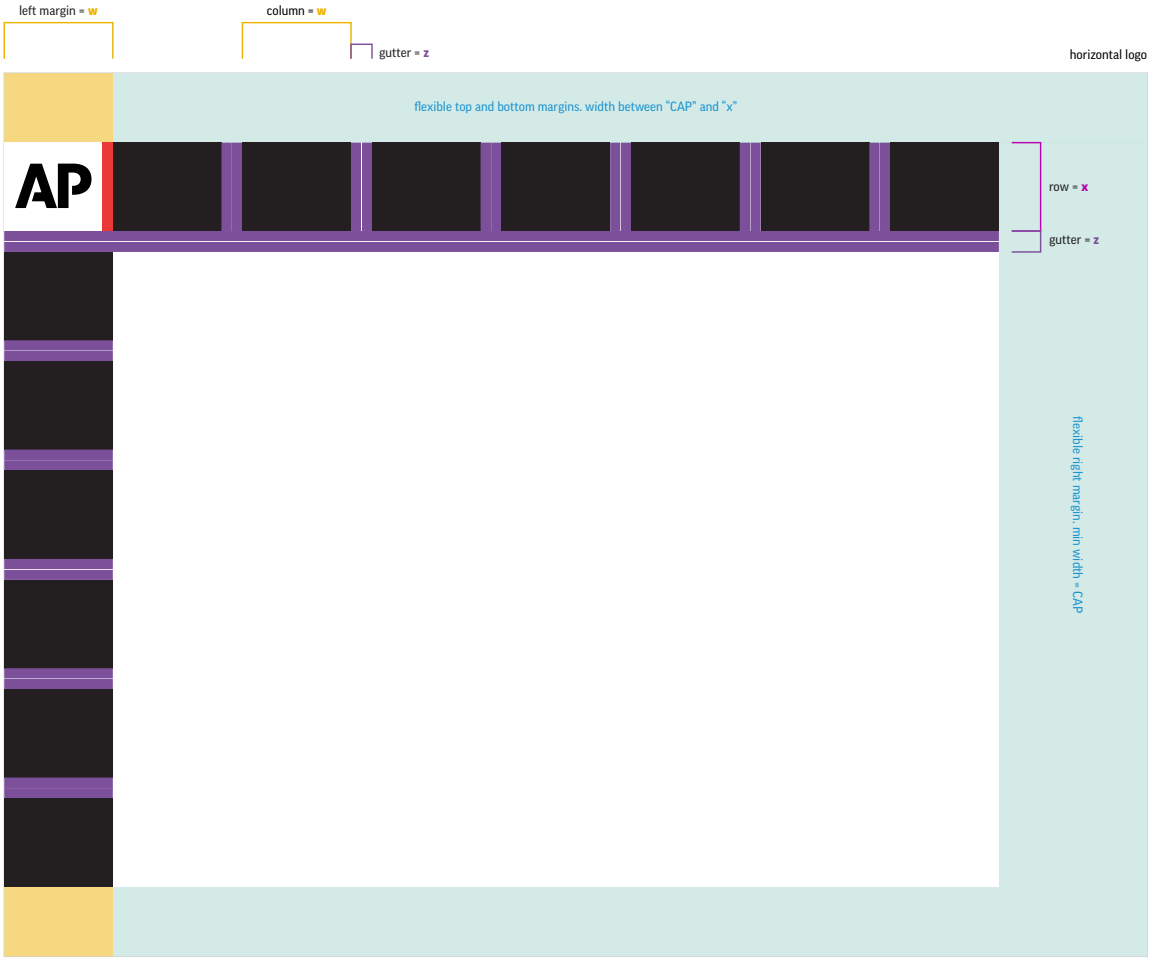
The top margin is determined by the height (*y*) of the logo, as well as the grid rows. The gutter between rows is also twice the thickness of the prompt (2*z*). Rows continue in this manner until the space remaining is less than the total height (*y*) and *CAP* height of the logo. The bottom margin is the remaining space.

See section 5. Artwork for preset grids for letter, tabloid, A4 and A3 paper sizes.

final grid for a 8.5 × 11 sheet



THE FINISHED GRID.


left margin = w
column = w
gutter = z
horizontal logo
flexible top and bottom margins. width between "CAP" and "x"
row = x
gutter = z
flexible right margin. min width = CAP

THE CONSTRUCTION OF A GRID FOR AN 11 × 8.5 INCH LANDSCAPE APPLICATION.

In cases using the horizontal mark, the columns and rows are determined in the same manner as when the vertical mark is used, yet the height of the row is the determining measurement of the grid, generated by the ratio between the height (*x*) and the total height of the application.

Additionally, the right margin is now determined by the width (*w*) of the logo, and the top, bottom and left margins are flexible.

3.3 TYPOGRAPHY

Good Book, 12pt

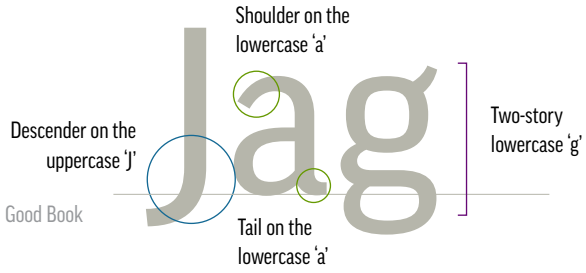
AP typography consists of two typefaces: Good and Freight Text.

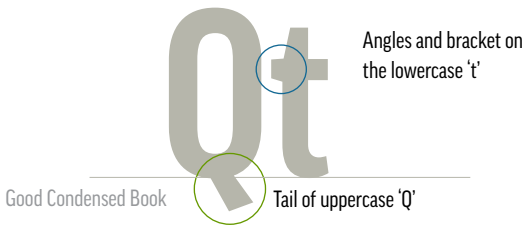
Freight Text Book, 15pt

Both typefaces come in a variety of weights and style and offer flexibility of use. Commitment to these typefaces will create a consistent and strong identity. Below are a few distinctive feature of those typefaces.

When text such as “Associated Press” or long headlines are locked up with the logo, Good Condensed should be used.

When Good is not available for use, in some digital applications for example, it can be substituted by Verdana, and if Verdana is not available, a sans-serif such as Helvetica and Arial can be used as substitution. When Freight Text is not available for use, Georgia should be the replacement typeface.





GOOD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&(*)

FREIGHT TEXT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&(*)

GOOD CONDENSED BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&(*)

GOOD ITALICS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&(*)

FREIGHT TEXT BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&(*)

FREIGHT TEXT ITALICS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&(*)

VERDANA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&(*)

GEORGIA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&(*)

H1
Good Bold, ALL CAPS

AP IMAGES

Subhead / Lead
Freight Text Book, Sentence case

Access one of the world's largest collections of photography, video, interactives and graphics.

H2
Good Bold, ALL CAPS

TALK TO US

H3
Good Book, Sentence case

What products are available?

H4
Freight Text Bold, Sentence case, 12/15

AP Photo Archive

H5
Freight Text Bold, Sentence case, 10/14

AP Photostream

H6
Freight Text Bold, Sentence case, 8.5/12

AP Historical Research Services

Body Text Long Form
Freight Text Book
10 / 13 pts
Justified

no charge to set up an account, search or view content online at ap.org/images. And you can purchase the media format you need immediately on the site (U.S. only) or set up a subscription service with your sales representative. Whether you need a video of a breaking news event, photos

Body Text Short Form
Freight Text Medium
10 / 13 pts
Justified or Left Aligned

The Associated Press ("AP") is the essential global news network, delivering fast, unbiased news from every corner of the world to all media platforms and formats.

On any given day, more than half the world's population sees news from the

Bulleted Lists
Freight Text (weight depending on surrounding text), En dash bullets

Creative Partners include:
- Image Source
- Blend Images
- National Geographic

Editorial Partners include:
- NFL
- NCAA
- NBC Universal

H1 Good Bold, ALL CAPS	**AP IMAGES**
Subhead / Lead Georgia Regular, Sentence case	Access one of the world's largest collections of photography, video, interactives and graphics.
H2 Good Bold, ALL CAPS	**TALK TO US**
H3 Good Book, Sentence case	What products are available?
H4 Georgia Regular, Sentence case,	AP Photo Archive
H5 Georgia Bold, Sentence case,	**AP Photostream**
H6 Georgia Bold, Sentence case,	**AP Historical Research Services**

Body Text Long Form Georgia Regular Justified	no charge to set up an account, search or view content online at ap.org/images. And you can purchase the media format you need immediately on the site (U.S. only) or set up a subscription service with your sales representative. Whether you need a video of a breaking
Body Text Short Form Verdana Regular Left Aligned	The Associated Press ("AP") is the essential global news network, delivering fast, unbiased news from every corner of the world to all media platforms and formats. On any given day, more than half the world's population sees news from the AP. Founded in 1846, the Associat
Bulleted Lists Georgia or Verdana (weight depending on surrounding text), En dash bullets	**Creative Partners include:** – Image Source – Blend Images – National Geographic **Editorial Partners include:** – NFL – NCAA – NBC Universal

3.4 COLOR PALETTE

AP ID Red

C0 M90 Y60 K0 Pantone Red 032 C
C0 M78 Y73 K0 Pantone Red 032 U
R255 G50 B46 #FF322E

AP ID Red - For broadcast use ONLY
R210 G18 B37

Neutrals

AP ID White
C0 M0 Y0 K0
C0 M0 Y0 K0
R255 G255 B255 #FFFFFF

AP Neutral Deep Gray
C38 M28 Y21 K63 Pantone 425C
C76 M63 Y55 K24 Pantone 433U
R51 G51 B51 #333333

AP Neutral Light Gray
C2 M3 Y4 K5 Pantone Warm Gray 1 C
C2 M3 Y7 K8 Pantone Warm Gray 1 U
R231 G226 B216 #E7E2D8

AP Neutral Medium Gray
C13 M8 Y16 K26 Pantone 414C
C26 M17 Y24 K3 Pantone 414U
R182 G182 B171 #B6B6AB

Deeps

AP Deep Blue
C100 M73 Y30 K83 Pantone 296C
C98 M67 Y32 K45 Pantone 5395U
R8 G28 B47 #081C2F

AP Deep Green
C83 M35 Y51 K81 Pantone 5535C
C85 M32 Y79 K64 Pantone 5535U
R33 G51 B48 #213330

AP Deep Brown
C40 M53 Y59 K89 Pantone Black 4 C
C35 M46 Y82 K57 Pantone Black 4 U
R56 G38 B30 #38261E

AP Deep Purple
C68 M85 Y29 K74 Pantone 7449 C
C52 M89 Y33 K50 Pantone 7449 U
R50 G0 B33 #320021

Mediums

AP Medium Blue
C98 M24 Y1 K3 Pantone 7461 C
C100 M1 Y8 K10 Pantone 640 U
R20 G105 B148 #146994

AP Medium Green
C51 M5 Y98 K23 Pantone 377C
C27 M0 Y97 K13 Pantone 390U
R102 G153 B0 #669900

AP Medium Yellow
C3 M36 Y100 K6 Pantone 131C
C0 M18 Y100 K6 Pantone 7405U
R209 G150 B0 #D19600

AP Medium Purple
C74 M98 Y2 K12 Pantone 2613C
C56 M79 Y0 K0 Pantone 526U
R102 G7 B117 #660775

Brights

AP Bright Blue
C84 M21 Y0 K0 Pantone 2925C
C69 M10 Y0 K0 Pantone 299U
R28 G148 B208 #1C94D0

AP Bright Green
C24 M0 Y98 K8 Pantone 390C
C32 M0 Y82 K0 Pantone 382U
R163 G190 B13 #A3B30D

AP Bright Yellow
C0 M27 Y100 K0 Pantone 124C
C1 M17 Y93 K3 Pantone 7406U
R236 G178 B0 #ECB200

AP Bright Purple
C37 M100 Y0 K0 Pantone 247C
C22 M66 Y0 K0 Pantone 247U
R181 G3 B176 #B503B0

Color is crucial to our visual identity.

Color brings visual interest to our communications, helps to maintain a consistent look and feel, and differentiates us from other organizations. Each color palette has been chosen with specific functions in mind.

Inspired by our signature artwork, our primary color palette prominently features AP ID Red. However, AP ID Red should be used judiciously in order to maintain its prominence.

3.4.1 USING THE PALETTE

Neutrals

AP ID White
C0 M0 Y0 K0
C0 M0 Y0 K0
R255 G255 B255 #FFFFFF

AP Neutral Deep Gray
C38 M28 Y21 K63 Pantone 425C
C76 M63 Y55 K24 Pantone 433U
R51 G51 B51 #333333

AP Neutral Light Gray
C2 M3 Y4 K5 Pantone Warm Gray 1 C
C2 M3 Y7 K8 Pantone Warm Gray 1 U
R231 G226 B216 #E7E2D8

AP Neutral Medium Gray
C13 M8 Y16 K26 Pantone 414C
C26 M17 Y24 K3 Pantone 414U
R182 G182 B171 #B6B6AB

Mediums

AP Medium Blue
C98 M24 Y1 K3 Pantone 7461 C
C100 M1 Y8 K10 Pantone 640 U
R20 G105 B148 #146994

AP Medium Green
C51 M5 Y98 K23 Pantone 377C
C27 M0 Y97 K13 Pantone 390U
R102 G153 B0 #669900

AP Medium Yellow
C3 M36 Y100 K6 Pantone 131C
C0 M18 Y100 K6 Pantone 7405U
R209 G150 B0 #D19600

AP Medium Purple
C74 M98 Y2 K12 Pantone 2613C
C56 M79 Y0 K0 Pantone 526U
R102 G7 B117 #660775

RECOMMENDED USES

NEUTRALS
✓ BACKGROUND
✓ TEXT
✗ HIGHLIGHT COLORS
✗ TEXT ON PHOTOGRAPH
✓ CONTAINING SHAPES

MEDIUMS
✗ BACKGROUND
✓ TEXT
✓ HIGHLIGHT COLORS
✗ TEXT ON PHOTOGRAPH
✗ CONTAINING SHAPES

✓

Pair neutrals with medium or deep colors...

Neutral colors pair well with the Medium range.

Neutral colors are intended for supporting applications, such as backgrounds, text, the watermark and the prompt.

Medium colors are intended for use with titles, colored text when necessary and other accents in a design. They should not be used for backgrounds.

Using Neutrals and Mediums together in applications such as printed publications will convey a sophisticated tone.

✗

Not multiple neutrals or mediums together.

Deeps

AP Deep Blue
C100 M73 Y30 K83 Pantone 296C
C98 M67 Y32 K45 Pantone 5395U
R8 G28 B47 #081C2F

AP Deep Green
C83 M35 Y51 K81 Pantone 5535C
C85 M32 Y79 K64 Pantone 5535U
R33 G51 B48 #213330

AP Deep Brown
C40 M53 Y59 K89 Pantone Black 4 C
C35 M46 Y82 K57 Pantone Black 4 U
R56 G38 B30 #38261E

AP Deep Purple
C68 M85 Y29 K74 Pantone 7449 C
C52 M89 Y33 K50 Pantone 7449 U
R50 G0 B33 #320021

Brights

AP Bright Blue
C84 M21 Y0 K0 Pantone 2925C
C69 M10 Y0 K0 Pantone 299U
R28 G148 B208 #1C94D0

AP Bright Green
C24 M0 Y98 K8 Pantone 390C
C32 M0 Y82 K0 Pantone 382U
R163 G190 B13 #A3B30D

AP Bright Yellow
C0 M27 Y100 K0 Pantone 124C
C1 M17 Y93 K3 Pantone 7406U
R236 G178 B0 #ECB200

AP Bright Purple
C37 M100 Y0 K0 Pantone 247C
C22 M66 Y0 K0 Pantone 247U
R181 G3 B176 #B503B0

RECOMMENDED USES

DEEPS
✓ BACKGROUND
✓ TEXT
✗ HIGHLIGHT COLORS
✗ TEXT ON PHOTOGRAPH
✓ CONTAINING SHAPES

BRIGHTS
✗ BACKGROUND
✗ TEXT
✓ HIGHLIGHT COLORS
✓ TEXT ON PHOTOGRAPH
✗ CONTAINING SHAPES

Pair deep colors with brights or neutrals...

Deep colors pair well with Brights.

Deep colors are intended for complementary use with bright and/or neutral colors, especially as backgrounds, text, containers and the prompt.

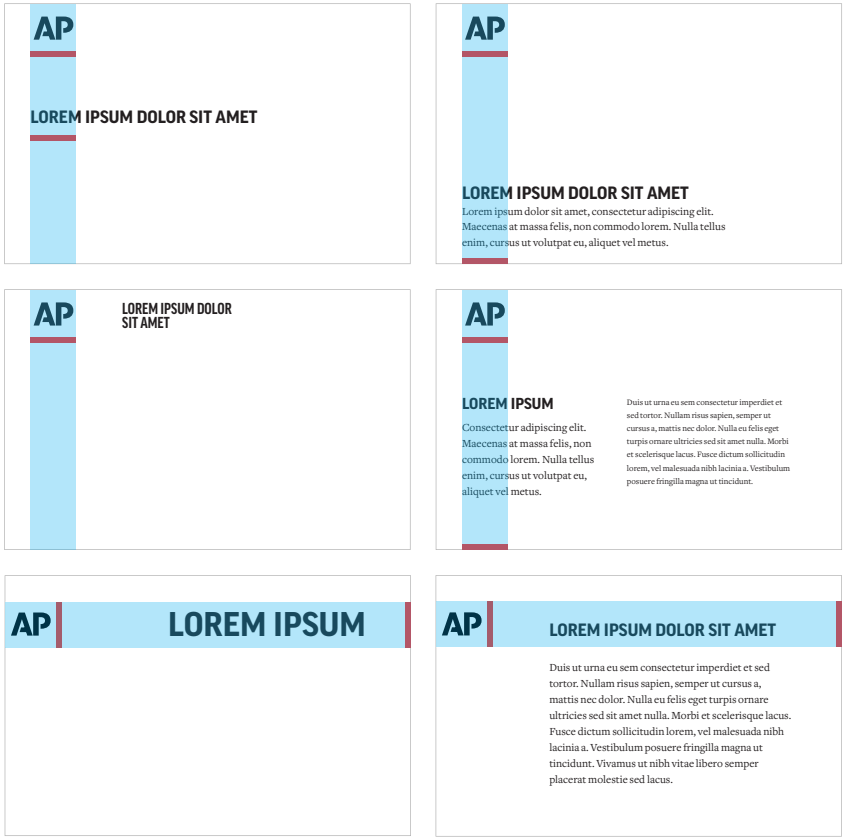
Bright colors are intended for special cases such as text over photos and colored accents. They should not be used for backgrounds or the prompt.

Using Deep and Bright colors together in applications such as video, Web and mobile will create a rich, engaging experience.

Not multiple deep colors together, or brights and mediums.

3.5 SECONDARY PROMPT

The prompt is a secondary visual element that strengthens the content relationship with the AP logo.


AP
LOREM IPSUM DOLOR SIT AMET
AP
LOREM IPSUM DOLOR SIT AMET
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas at massa felis, non commodo lorem. Nulla tellus enim, cursus ut volutpat eu, aliquet vel metus.
AP
LOREM IPSUM DOLOR SIT AMET
AP
LOREM IPSUM
Consectetur adipiscing elit. Maecenas at massa felis, non commodo lorem. Nulla tellus enim, cursus ut volutpat eu, aliquet vel metus.
Duis ut urna eu sem consectetur imperdiet et sed tortor. Nullam risus sapien, semper ut cursus a, mattis nec dolor. Nulla eu felis eget turpis ornare ultricies sed sit amet nulla. Morbi et scelerisque lacus. Fusce dictum sollicitudin lorem, vel malesuada nibh lacinia a. Vestibulum posuere fringilla magna ut tincidunt.
AP
LOREM IPSUM
AP
LOREM IPSUM DOLOR SIT AMET
Duis ut urna eu sem consectetur imperdiet et sed tortor. Nullam risus sapien, semper ut cursus a, mattis nec dolor. Nulla eu felis eget turpis ornare ultricies sed sit amet nulla. Morbi et scelerisque lacus. Fusce dictum sollicitudin lorem, vel malesuada nibh lacinia a. Vestibulum posuere fringilla magna ut tincidunt. Vivamus ut nibh vitae libero semper placerat molestie sed lacus.

Highlighting and bracketing with the prompt

The second prompt serves as a way to highlight content when the logo must live on its own. Content should be “anchored” to the prompt using the appropriate spacing rules.

The second prompt can be used to bracket content, but must remain on the same plane that continues out from the edge to the prompt in the logo. This alignment insures the bracket motif is reinforced and intuitively connected.

The second prompt should highlight the most important element on the page.

3.5.1 PROMPT COLOR

The prompt's color is informed by its support of the logo.

The prompt should always be AP ID Red or a Neutral color. The red prompt should be used judiciously, and only when there is a strong connection to the logo.

Consectetur adipiscing elit. Maecenas at massa felis, non commodo lorem. Nulla tellus enim, cursus ut volutpat eu, aliquet vel metus.
LOREM IPSUM
Consectetur adipiscing elit. Maecenas at massa felis, non commodo lorem. Nulla tellus enim, cursus ut volutpat eu, aliquet vel metus.

The prompt outlines the prominence of the first paragraph and helps pace the composition and provide a rhythm.

Do not use a horizontal prompt without the logo, as it connotes fragility and instability.

Consectetur adipiscing elit. Maecenas at massa felis, non commodo lorem. Nulla tellus enim, cursus ut volutpat eu, aliquet vel metus.

Do not use more than one red prompt, as it weakens the prominence of the red logo mark.

3.6 WATERMARK

Watermarks help identify AP materials in a subtle and tasteful way, especially when using images is not an option.

Designed as expanded, transparent versions of the AP letters in the AP logo, the watermarks strengthen the notion of connectivity that is a key attribute of the AP brand.

Watermark patterns serve as a graphic element that can be used to distinguish otherwise unmarked photos or blank space. Using the watermark allows the system to maintain a brand presence without the striking AP logo.

Patterns are acceptable over solid backgrounds and images, but should not be used when an image stream is in use, or a non-bleeding image is in use.

The thickness of the strokes should always be of the same thickness as the prompt to link the two and create a more harmonious composition.

3.6.1 WATERMARK APPLICATION

Watermarks are made of three or four elements combined in an elegant composition.

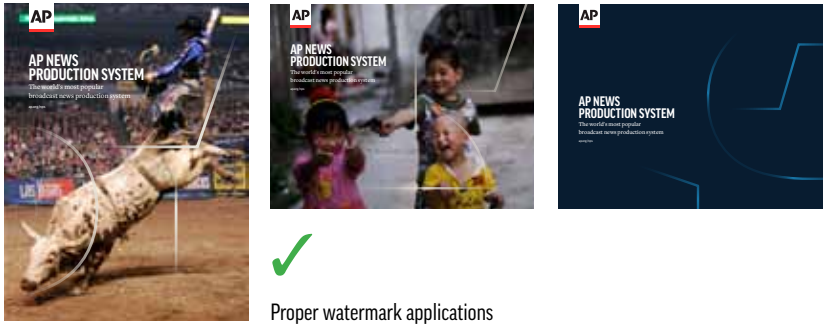
Pre-composed watermark artwork is provided, but in cases where artwork needs adjustments (e.g., use with photographs), new compositions can be made by following these rules:

- The distance between parallel elements should be greater than the width of the AP logo on the page.

- Bleed the watermark on at least one side.

- Follow color rules (Neutral or Bright on Deep or Photo, Neutral on Neutral or White)

- The watermark should be independent of the content — not interfering nor interacting with photographs, text or the logo.



✓ Proper watermark applications

Watermark elements

Parallel lines should not come too close to each other

The watermark should not frame the content area

Avoid excessive number of watermark elements

Do not create recognizable shapes or letterforms

No arbitrary rotation of the watermark. Only rotate watermark elements at 90˚ angles

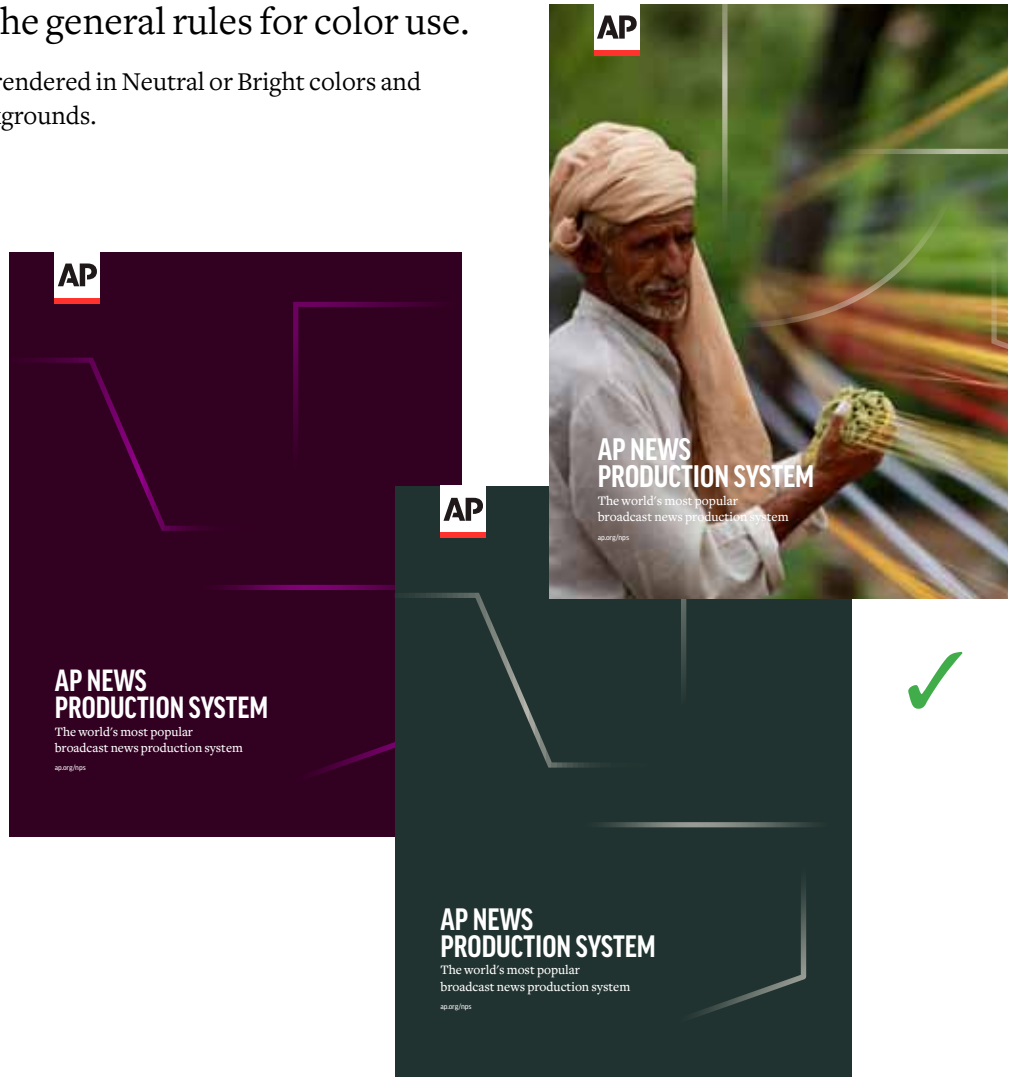
The elements should not be contained in a tight area

The elements should not intersect

The watermark should not interact with the content

Watermarks follow the general rules for color use.

Watermarks should always be rendered in Neutral or Bright colors and used only on the specified backgrounds.



BACKGROUNDS

NEUTRAL WATERMARK

- ✓ DEEP
- ✗ MEDIUM
- ✗ BRIGHT
- ✓ NEUTRAL
- ✓ WHITE
- ✓ PHOTO

BRIGHT WATERMARK

- ✓ DEEP
- ✗ MEDIUM
- ✗ BRIGHT
- ✗ NEUTRAL
- ✗ WHITE
- ✓ PHOTO

3.7 PHOTOGRAPHS

Photography is not only a key product of AP, it is a powerful medium to tell our story.

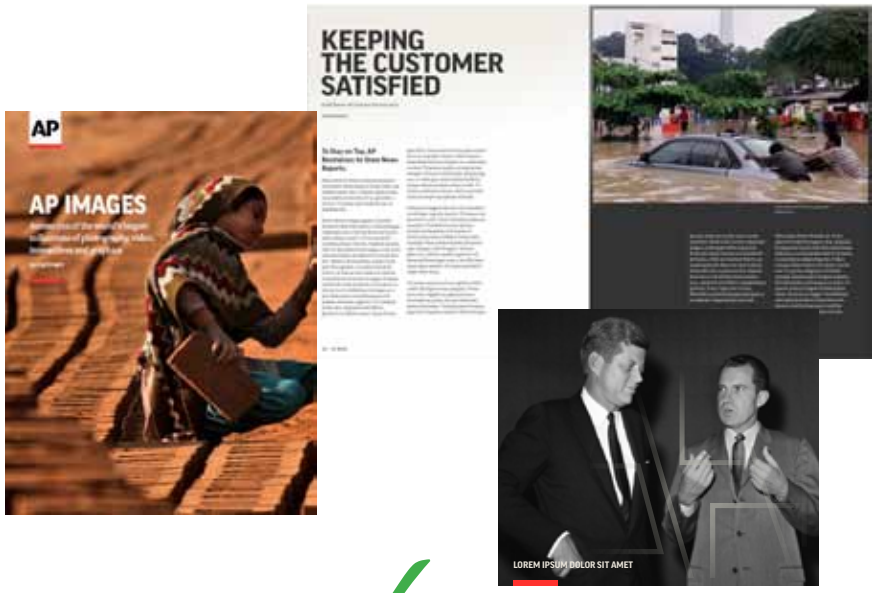
Use photographs that are rich in colors, employ striking cropping or subject matter, and help further our brand attributes.

Whenever possible, always use photographs in layouts where it is either full-bleed off the edge of the piece, or at least off one side in editorial layouts.

Emphasis should be put on the choice of a single image rather than a flurry of images. Never create mosaic images. If you must show many pictures as part of a composition, use the Image Stream, explained in section 3.8.

3.7.1 PHOTOGRAPH TREATMENT

Photographs should not be distorted, colorized or have any other effects applied. Cropping should be used with restraint and only to achieve full-bleed images. The AP Watermark is the only graphic treatment that should be used on top of images.



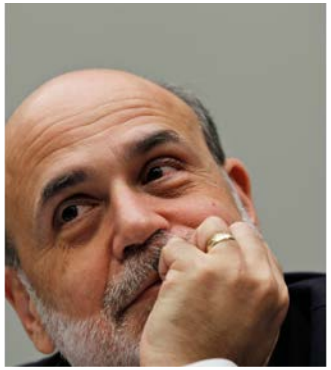
Photos should be given prominence, without overuse of graphic treatments that diminish them.

Global Broadcast
AP Broadcast is the broadcast industry's leading provider of text, audio, video, production facilities, graphics, photos, and broadcast technology around the world.
APTN
Associated Press Television News — APTN — is the world's largest video news agency, and the international video news arm of The Associated Press.
With over 80 bureaus worldwide, linked by a network of global satellites, APTN provides the world's most reliable, prompt, and accurate breaking video news, sports, and entertainment content to over 500 broadcast newsrooms, portals, Web, broadband and mobile customers worldwide
AP Archive
AP Archive is the moving image collection of the Associated Press. With over 500,000 stories within our database on everything from news to entertainment to sport to the natural world, we can provide the pictures you want in your production.
AP ENPS
The Associated Press puts power, control and
CONTACT
Tel: +44 (0)20 7482 7400
Fax: +44 (0)20 7410 5210
E-mail: aptninfo@ap.org
APArchive:
Tel: +44 (0)20 7482 7452
Fax: +44 (0)20 7413 8327
E-mail: info@aparchive.com
ENPS:
London: +44(0) 20 7482 7800
For services in North America

Do not put photos into containing shapes; do not fade images with transparency or gradients.

3.8 IMAGE STREAM

In case you must show a combination of many photographs, use the Image Stream.



The Image Stream is a layout device where all images are kept in the original (uncropped) aspect ratios, but arranged along a common top or bottom axis at different scales, and surrounding a prompt line.

It allows each image to maintain its own strength and for the document to maintain a visual stability that is key to communicate AP's value of integrity. It also affords designers a way out of cacophonous image mosaics.

(1) Streams should be arranged flush on the edges of the composition, while still respecting the top margin height. For the left and right margins, streams should bleed off the page or come as close to the edge as possible.

Ideally the Prompt will be aligned within a column of the grid so as to emphasize its strength. Margins between images should be two prompt-widths, like the grid's margins.

(2) Variation in sizes and aspect ratios creates dynamic composition. Red prompt line emphasizes the alignment axis, reinforcing solidity and connectedness.

(1) Objects should align only on one axis.

(2) In a Stream, the prompt should always be surrounded by content on both sides.

(3) Do not use so many elements so as to make the Prompt feel insignificant.

(4) Do not use more than one prompt in a Stream.

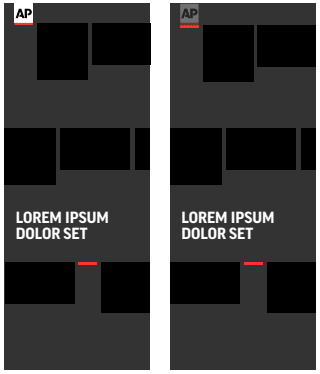
(5) Do not alter the margins between images and the prompt. Margins should always be two prompt-widths.

(6) Vertical use is not advised as it connotes fragility. For vertical applications, see special use cases on the following page.

Vertical applications employ multiple image stream rows.

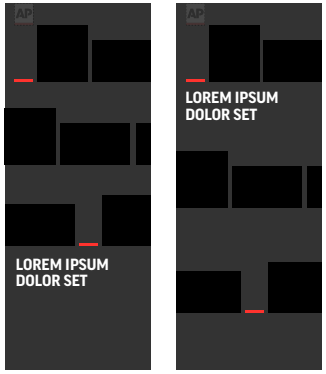
A continuity should be created between rows to suggest the image stream's connection from one to the next.

Three rows is optimal, text can be inset

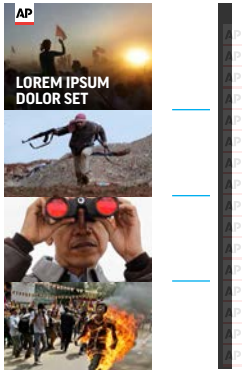


Use with AP logo or prompt at the top

Two rows is acceptable with enough proximity to emphasize continuity



Headline or copy can be placed at different locations

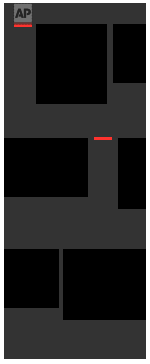


A stack of full-bleed images is built using a grid based on the AP logo's size on the application.

In the case of vertical large-format pieces that must highlight a diversity of imagery while being visible from a distance (e.g., banners), a special exception to the image stream format is used **only with the express approval of AP Corporate Communications.**

No cropping

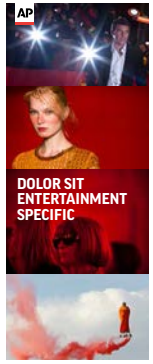
Images bunched up



Images bunched up, no focal point

Too many images

Way too many images



Type can be arranged in varying configurations on full-bleed strips.

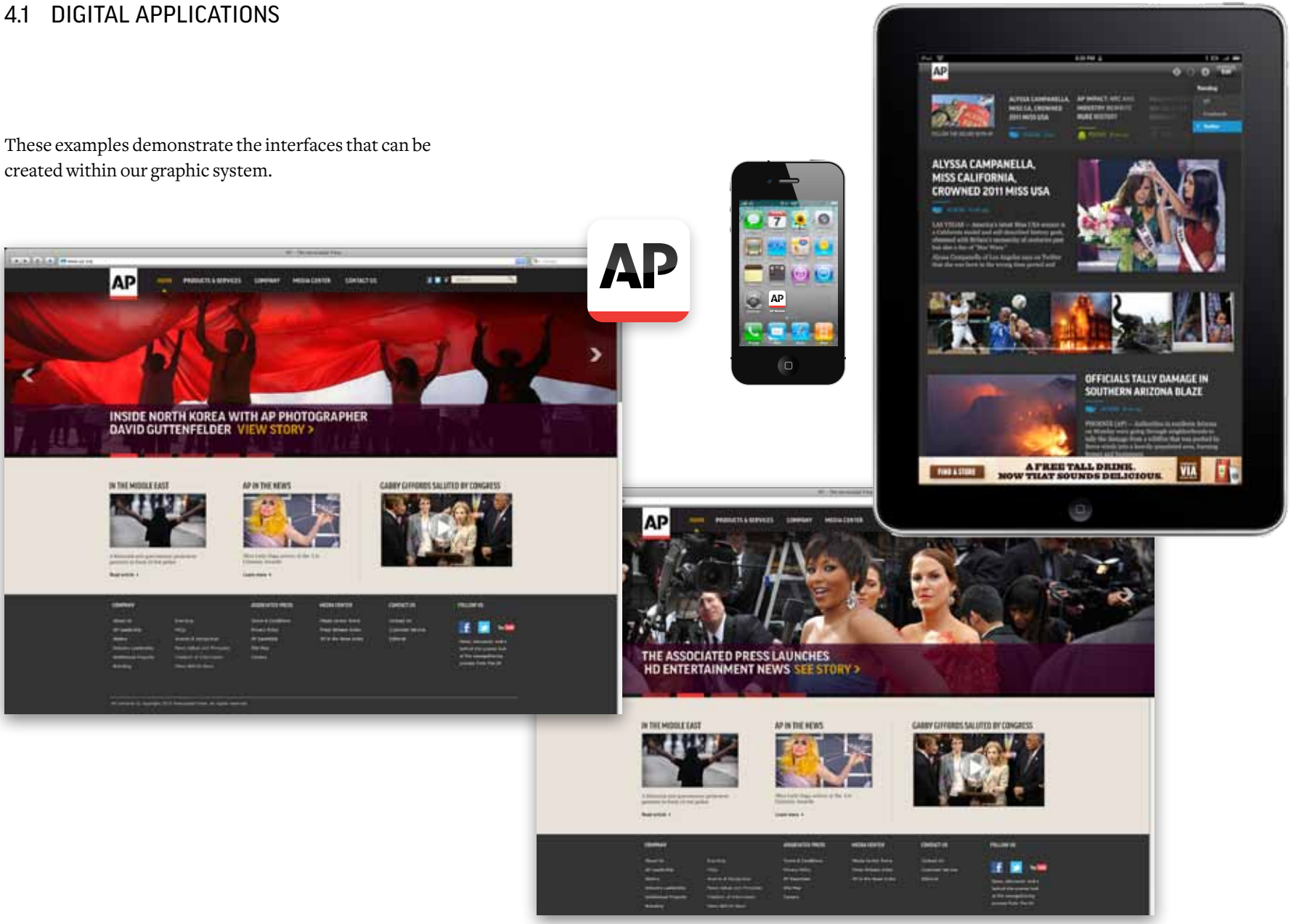
4. APPLICATION

When applying the AP House Style, keep in mind the following visual characteristics that embody the brand values and personality.

- Unadorned
- Stark
- Crisp
- Sharp
- Frank
- Plain
- Flat
- Hard-edged
- Concise
- Efficient
- Bold
- With Character
- “Newsy Modernism”
- Transparency
- Pure

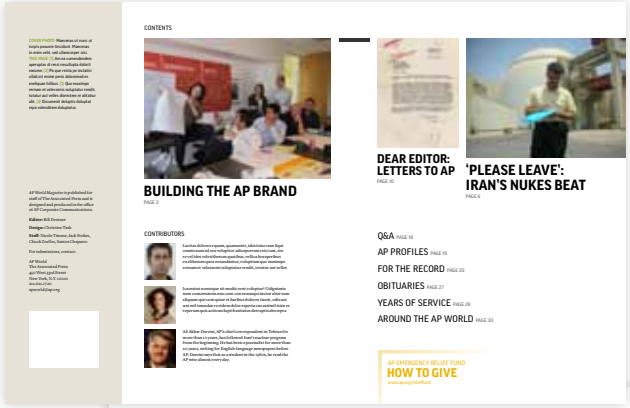
4.1 DIGITAL APPLICATIONS

These examples demonstrate the interfaces that can be created within our graphic system.


AP
INSIDE NORTH KOREA WITH AP PHOTOGRAPHER DAVID GUTTENFELDER VIEW STORY >
IN THE MIDDLE EAST
AP IN THE NEWS
GABBY GIFFORDS SALUTED BY CONGRESS
ALYSSA CAMPANELLA, MISS CALIFORNIA, CROWNED 2011 MISS USA
OFFICIALS TALLY DAMAGE IN SOUTHERN ARIZONA BLAZE
A FREE TALL DRINK. NOW THAT SOUNDS DELICIOUS.
THE ASSOCIATED PRESS LAUNCHES HD ENTERTAINMENT NEWS SEE STORY >

4.2 PRINT APPLICATIONS

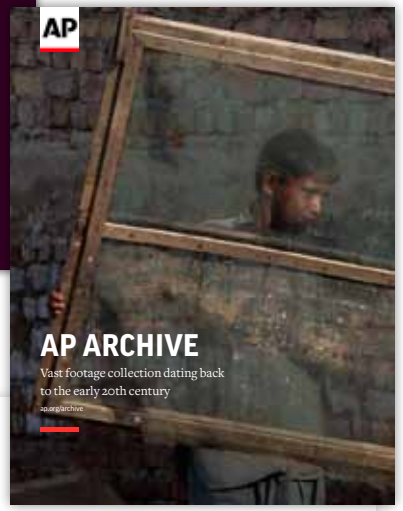
These examples demonstrate the layouts that can be created within our graphic system.

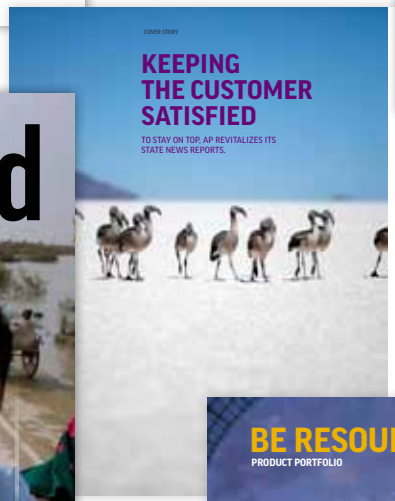


Q+A WITH
KATHLEEN CARROLL
Kathleen Carroll was named executive editor in 2002 and senior vice president in 2003. She is responsible for AP's news operations around the world.

AP IMAGES
AP Images gives your access to one of the world's largest collections of photography, video, interactives and graphics, so you have the imagery you need, right when you need it.
What products and services are available?
Partner content
Training and Support
TALK TO US

ASSOCIATED PRESS STYLEBOOK
2012
Fully reviewed and revised new edition
More than 500 new or revised entries
New food and recipe section
Expanded social media guidelines
Style updates for email, cellphone, smartphone, earthquakes, CPR and bedbug





4.3 VIDEO APPLICATIONS

These examples demonstrate the screen graphics that can be created within our graphic system.

Request the *AP Video Guidelines* to create on-brand video content.

4.4 ENVIRONMENTAL APPLICATIONS

This example demonstrates an environment that can be created within our graphic system.

5. ARTWORK

5.1 AP LOGO ARTWORK GUIDE

Guidelines

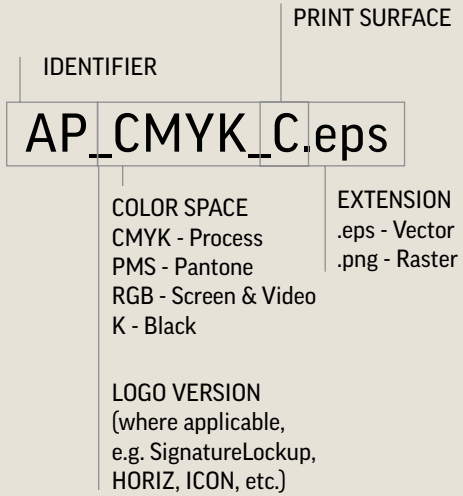
This chart serves as a guideline for the accompanying brandmark artwork and the differences in color, size and format versions, and defines file nomenclature.

EPS files are for applications that require high-resolution artwork for reproduction. These files can be scaled (enlarged or reduced) without any loss in quality. These files can be opened with vector-based applications such as Adobe Illustrator.

PNG files are suitable for digital and video use (i.e., PowerPoint presentations or Web).

Pre-scaled logo PNG files and icons were optimized for their current size and are not intended to be enlarged.

Logo File Naming Guide



COMMON USE

Print – CMYK

AP_CMYK_[C/UC].eps

SIGNATURE_LOCKUP/
AP_SignatureLockup_
CMYK_[C/UC].eps

ASSOCIATED PRESS

Print – PMS

AP_PMS_[C/UC].eps

SIGNATURE_LOCKUP/
AP_SignatureLockup_
CMYK_[C/UC].eps

ASSOCIATED PRESS

Print – 1 Color

AP_K.eps

SIGNATURE_LOCKUP/
AP_SignatureLockup_K.eps

ASSOCIATED PRESS

Screen – RGB

AP_RGB.[eps/png]

SIGNATURE_LOCKUP/
AP_SignatureLockup_
RGB.[eps/png]

ASSOCIATED PRESS

SPECIAL USE

Horizontal

For limited use. See Visual Brand Guidelines.

SPECIAL_USE/HORIZONTAL/
AP_HORIZ_[COLOR]_[C/UC].eps

Screen – Icons

Hand-rasterized square icons. Use only as prescribed.

Close-up of hand rasterizing

	SPECIAL_USE/ICONS/
Favicon	AP_ICON_16x16
iPhone & iPod Touch *Small Icon (search/settings)*	AP_ICON_29x29
iPhone Hi Res *Small Icon (search/settings)*	AP_ICON_58x58
iPhone & iPod Touch *App Icon*	AP_ICON_57x57
iPad *Small Icon (Search Results)*	AP_ICON_50x50
iPhone Retina *App Icon*	AP_ICON_114x114
Facebook Avatar	AP_ICON_180x180
App Store Icon	AP_ICON_512x512

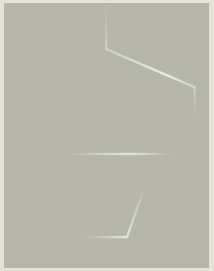
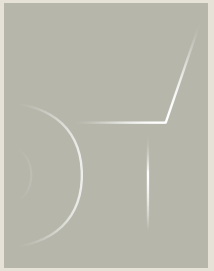
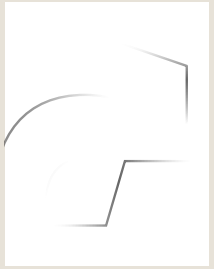
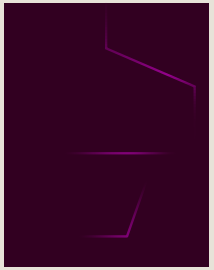
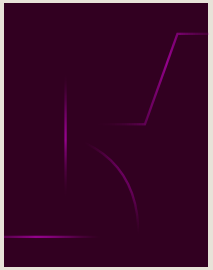
Screen – Pre-Scaled

Hand-rasterized logos. Use only at specified size.

Close-up of hand rasterizing

	SPECIAL_USE/PRESCALED/
iPad/iPhone3G *App title logo*	AP_RGB_38x44
iPhone 4 *App title logo*	AP_RGB_77x88
Website *92px wide grid*	AP_RGB_92x106

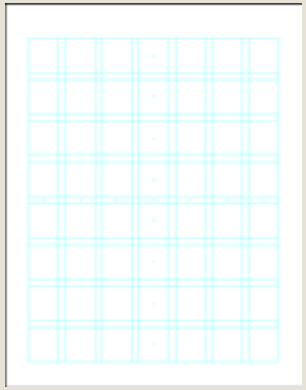
5.2 WATERMARK ARTWORK GUIDE

	COMPOSITION 1	COMPOSITION 2	COMPOSITION 3	COMPOSITION 4	COMPOSITION 5	COMPOSITION 6
WHITE						
NEUTRAL						
BRIGHT						

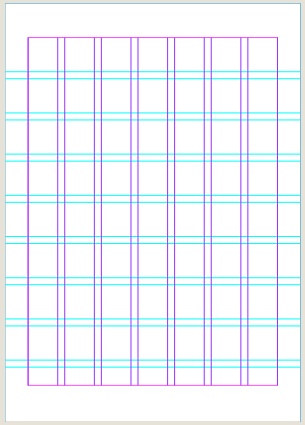
5.3 GRID ARTWORK GUIDE

PRINT

For letter size paper, see:
AP_GRID_PRINT_LETTER.ai,
AP_GRID_PRINT_LETTER.indd



For A4 size paper, see:
AP_GRID_PRINT_A4.ai



DIGITAL

For 12 column grid for marketing use, see:
AP_Masterbrand_interactivegrid_12cols.psd

For 16 column grid for product use, see:
AP_Masterbrand_interactivegrid_16cols.ps

BROADCAST

HELP DESK

For help or questions in using the brand guidelines, contact:

Corporate Communications
brand@ap.org